



November 2008

BURGER KING IN EUROPE: COMMITMENT ON ADVERTISING TO CHILDREN

As part of our European Statement committing Burger King to 'Providing and Promoting Healthy Choices to Children and Adults', and under the umbrella of "Have it Your Way® – Food You Can Trust", we promise to develop, publish and measure a series of specific commitments in respect of childhood nutrition.

These commitments reflect those we made through our membership of the European Commission's Platform for Diet Physical Activity and Health with regard to product composition, consumer information and customer choice. The first of these details Burger King's intention to change how we advertise on TV, print and internet to children under the age of 12 in the European Union by January 2009.

Commitment on Advertising To Children:

One hundred percent (100%) of National Television, Print and Internet Advertising primarily directed to children under 12 years old will be for Kids' Meals that meet the Burger King Nutrition Criteria.

The Burger King Nutrition Criteria:

The Kids' Meal (consisting of an entrée, side dish and beverage) will provide, in total:

- No more than 560 calories per meal
- Less than 30 percent of calories from fat
- Less than 10 percent of calories from saturated fat
- No added trans fats; and
- No more than 10 percent of calories from added sugars
- No more than 1.67 g of salt or 660 mg of sodium
- No artificial colorings and flavorings

For the purpose of this initiative, "advertising to children under 12 years" means advertising to media audiences with a minimum of 30% of children under 12 years.

This commitment is in line with the EU Pledge entitled "We will change our food advertising to children" signed by Burger King and other companies in December 2007, with the intention of changing the types of products advertised. Burger King does not conduct any communication relating to its products in Primary Schools in Europe.

Burger King is committed to providing and promoting balanced diets. HAVE IT YOUR WAY® enables customers to choose their meal and adapt the individual products they order according to their particular tastes, preferences and lifestyles. Detailed nutrition information is available on the company's website at bk.com.

**Since the launch of the Burger King Pledge in January 2008, we have examined the original 50% threshold and lowered it so as to increase the number of TV programmes covered by our Pledge, and therefore the number of children that will only be exposed to the advertising of our products that meet our nutritional criteria.*

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